Introducing Your County Officials Web Support Team

To provide Miami-Dade County's elected officials excellent customer service, we have created a special web team to handle their web portal needs. The following is an overview of the services provided by the team and some guidelines on how they interface with elected officials staff to ensure that requests for web portal service are successfully completed.

Team Members

Elected Officials	Lead	Title	Office Telephone	e-Mail
Core Team:				
BCC	Ruth Kimbrough-Bent	Senior Web Publisher	305-375-1378	ruthk@miamidade.gov
Mayor, Manager	Jaime Shycko	Web Publisher	305-375-2538	jshycko@maimidade.gov
Back-up:				
All	Debbie Higer	Manager, Online Services	786-255-8686	higer@miamidade.gov
All	Assia Alexandrova	Senior Web Developer	305-375-3578	assia@maimidade.gov

Services
This specialized project team is prepared to handle all requests including website design, information architecture, content development, content updates, and event e-Notifications. Specific services include:

- Perform website maintenance, content updates, create photo galleries, e-cards
- Train staff to input meetings and events in the Calendar portal application
- Post press releases, media advisories and news items using Teamsite content management and train staff as needed
- Consult on issues pertaining to digital branding and e-Marketing on the web
- Ensure that there are available subscription categories for elected officials and their districts, so that portal subscribers can receive news, alerts and event updates
- Convert and post PDF documents
- Develop interactive features such as online polls and email feedback forms

Turnaround Time
Requests for updates should be sent by e-Mail. If event or news posting requests are sent prior to 3:00 pm they should be completed the same day. Online Photo Gallery requests will be fulfilled within 48 hours. If a faster turnaround time is needed, please indicate that in your message and flag the message with a purple flag using the Outlook "Flag For Follow-Up" feature.

Emergency Updates
If you have an emergency, after-hour update, please send it directly to Assia Alexandrova and copy all team members. Non-emergency requests submitted after-hours will be posted the following business day.

<u>Introducing Your County Officials Web Support Team</u>

Updates During an Emergency Activation
Protocol requires that all updates during an activation of the EOC (Emergency Operations Center) must go through the Miami-Dade County Communications Department, and be submitted to the on-site EOC PIO prior to online posting.

e-Mails to All MetroNet Users
As a matter of policy, sending messages of a single focus to all County e-mail users is to be reserved for extraordinary circumstances. This is to insure that we do not overload the County's e-mail system as well as to minimize "spam."

To better handle getting the word out regarding news and events, we created the weekly electronic employee newsletter, "What's New," which is published every Monday. The deadline for submitting items for What's New is the Thursday before the Monday publication date. For submission guidelines, visit http://intra.miamidade.gov/whats_new.htm. In addition, news items are published daily in the Portal News section of the County's web portal. Portal subscribers receive weekly messages that contain links to newly-published content.

Should you have a critical item that must be e-mailed to all county employees, you should e-mail the request to Debbie Higer. These items should be limited to time-critical issues such as:
- County official-sponsored community events
- Events that may impact County employees and operations of County facilities
- Health and safety issues
- Emergency situations which have local or regional impact

We <u>do not</u> send out e-mails regarding:
- Deaths of County employees, or their relatives
- Retirement luncheons, baby showers, or other informal events

Other Special Requests
If you have a request that is outside the scope of services described in this overview, please contact Debbie Higer, Online Services Manager.